

# EMILY JOACHIM

## EXPERIENCE



### LIKE MINDED MEDIA VENTURES

Senior Graphic Designer / Product Designer

Aug 2022 - Present

Figma

Illustrator

Keynote

- Shape TODA Live's product strategy and UI direction via Figma
- Enhance styles with components, variables, and typography
- Collaborate closely with frontend engineers, offering interactive prototypes
- Design multiple partner proposal decks across various platforms
- Partner with production team to design graphics for on screen
  - News mortises, security footage, phone/computers, etc.



### DIBBS.IO

Senior Graphic Designer

Jun 2021 - Aug 2022

After Effects

Figma

Illustrator

Web Design

- Managed all public-facing designs
  - Social media, ads, weekly newsletters, web design, app store visuals, etc.
- Designed and branded over 100 investor decks and partnership proposals
- Created and edited video content for video series on YouTube and Instagram
- Supervised summer internship program and provided branding instruction



### UNIVERSITY OF SOUTHERN CALIFORNIA HILLEL

Social Media Manager & Engagement Coordinator

Aug 2018 - May 2021

Google Suite

Illustrator

Lightroom

- Led impactful social media campaigns, driving student engagement
- Rebranded and relaunched social media platforms and website
- Engineered a game-changing marketing effort
- Boosted USC's Summer Birthright Israel trip by 140%
- Managed a \$15,000 semester budget, guiding a team of twelve interns

## OTHER EXPERIENCE

**DAIZIAN** | Aug 2022 - Present

- Develop large-scale print graphics for for events installations

**BAHAMII** | Jan 2020 - Aug 2022

- Developed brand guidelines and first round packaging for date-based snack


**POPS DIABETES CARE** | Dec 2020 - Dec 2021

- Created various graphics for Pops's diabetes management system


**NEWWAVE STRATEGIES** | Mar 2021 - Sep 2021

- Designed election campaign graphics for high-quality candidates

## CONTACT

 [www.emilyjoachimdesigns.com](http://www.emilyjoachimdesigns.com)

 joachimemily@gmail.com

 925-482-4559

## EDUCATION

### BFA ART & DESIGN

Cal Poly, San Luis Obispo, CA

Graduated in 2018

### MOTION DESIGN 1 (4 UNITS)

UCLA Extension, Los Angeles, CA

Spring 2022

## SKILLS

### TECHNICAL

- Adobe CC Suite
- Canva
- Email Marketing
- Figma
- Google Suite
- HTML/CSS
- Keynote
- Motion Graphics
- Shopify
- UX/UI Design

### CREATIVE

- Color Theory
- Brand + Identity
- Layout + Comp
- Logo Design
- Packaging Design
- Pitch Decks
- Social Media
- Typography
- Website Design
- Visual Design

## LEADERSHIP

### ALPHA EPSILON PHI SORORITY

President, 2016- 2017

Active Member, 2014-2018

### ORDER OF OMEGA

Honors Society Member

Director of PR, 2016-2018